

2009/2010 financial year Annual sales figures: €39.2 million Upturn in activity for the fourth quarter

Significant points for the year:

- First signs of an upturn in activity despite persistent economic uncertainty
- Order backlog up at €7.1 million
- Redeployment plan completed

Annual Consolidated Sales Figures

1 st Ap	oril 2009 – 31 ³ 12 months	st March 201 12 Months	0		Q4: 1 st 3 Months	J <mark>an 2010 – 3</mark> 3 Months	1 st March	2010
In M€	2009/2010	2008/2009	Var. M€	Var.%	Q4 10	Q4 09	Var.M€	var.%
Printing activity	22.16	24.37	-2.21	-9.1%	5.99	5.80	0.18	3.2%
Hardware activity	17.08	28.55	-11.47	-40.2%	4.93	4.21	0.72	17.2%
Total Period	39.23	52.92	-13.69	-25.9%	10.92	10.01	0.91	9.1%
Total (constant currencies)	38.94	52.92	-13.98	-26.4%	10.65	10.01	0.64	6.4%

Q4 results up 9%

Q4 sales are up by 9% compared to N-1.

Second semester sales record a drop of just 13% mainly due to improved hardware sales. During this period, Prismaflex International should come back to operating profit; however 1S figure does not allow to meet annual existing covenants, in company's syndicated loan, despite a stable net debt.

For the 12-month period, **Printing**, excluding Home Décor, at €18.1 million, is down by just 2.8%. The group extends printing market share through operations other than for advertising purposes.

Home Decor sales are down at $\in 6.8$ million (-29%) with fluctuations in purchase behaviour according to POP and continuing strategies to limit stocks and listed items. Q4 sales however are up on previous periods.

As anticipated, overall **Hardware** activity (excluding Home Decor) at \in 14.3 million (-42%) remains down. Q4 sales of \in 4.1 million however are up on the three previous quarters. Sales of scrolling products showed signs of recovery during the fourth quarter while trivision sales remain sluggish.

<u>Outlook</u>

On March 31st 2010, order backlog, essentially made of "hardware" is up at €7.1 million, boosted by some orders for PRISMATRONIC (LED solution).

The breakeven readjustment plan has been finalised and the impact should become fully apparent by April 2010.

Next press release: 2009/2010 annual figures, June 22nd, 2010, after closure –SFAF meeting at 11.00am, June 23rd, 2010.

PRISMAFLEX INTERNATIONAL Outdoor Advertising solutions manufacturer and large format digital printing ISIN: FR0004044600-PRS - Reuters: PRS.PA – Bloomberg: PRS FP Eurolist by Euronext Paris – Compartiment C www.prismaflex.com

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